

# Home Furnishings Calendar 1951

## JANUARY

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# HOME FURNISHINGS CALENDAR

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 \* KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food;  
 \* G - Gardens; HF - Home Furnishings; M - Miscellaneous.  
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 5 Just open	HOME FURNISHINGS WORKSHOP HF. The actual transformation of a former New York City bathhouse into a dwelling will be conducted by the New York University Department of Home Economics under the supervision of Professor Clara Dodson of the University. Harvey Prober, Jack Davis, David E. Kenneday, Gerry Salsky and Zelig Engel will arrange for students to visit various types of home furnishings factories. At the conclusion of the course the completed apartment will be open to the public. Publicity: Gerry Engel, Engel's Modern of Brooklyn, 399 Rockaway Ave., Brooklyn, NY. 8-6665.	ENGEL'S MODERN OF BKLYN.	1750 PITKIN AVENUE
Thursday July 5 Just out	WEAVING BOOK HF. Oelsner and Dale's "Handbook of Weaves", an encyclopedia of weaving information, is now available for \$7.50. Contact: Theodore Braaten, CO. 5-7938.	DOVER PUBLICATIONS, INC.	1780 BROADWAY
July 5-29	HF. STATE EXHIBITION AND FAIR, HERSHEY MUSEUM, HERSHEY, PENNSYLVANIA.		
Friday July 6 12:00 M.	PRESS LUNCHEON E. Mint juleps will be served in the Cafe Lounge at 12 o'clock followed by luncheon in the Crystal Ballroom at 12:30. At this press party to celebrate the 75th Anniversary of the Carpet Sweeper, models of original carpet sweepers of 75 years ago will be shown. By invitation only. Publicity: Mary Elizabeth Talmadge, MU. 9-5000.	BISSELL CARPET SWEEPER CO.	PARK LANE HOTEL
July 7-22	M. BENELUX TRADE FAIR, LUXEMBOURG, CONTACT: APOREX 18 AV. DE LA PORTE, LUX.		
July 8- July 10	HF. NINTH CALIFORNIA CURTAIN & DRAPERY SHOW, ALEXANDRIA HOTEL, LOS ANGELES. CONTACT: J. W. LOCKWOOD, 1151 SO. BROADWAY, LOS ANGELES 15, CALIFORNIA.		
July 8- July 11	HF. FOURTH CALIFORNIA LAMP & PICTURE SHOW, BILTMORE HOTEL, LOS ANGELES. CONTACT: WOODY C. KLINGBORG, 1151 S. BROADWAY, LOS ANGELES, CALIFORNIA.		

## WEEK BEGINNING MONDAY, JULY 9, 1951

Monday July 9 July 13	PREVIEW OF NEW LIGHTERS HF. A showing, by appointment only, of new Ronson lighters for table and purse will be held during this week. Publicity: Hilda S. Heritch, Hal A. Salzman, Inc., JU. 6-4300.	RONSON ART METAL WORKS	2 WEST 46TH STREET
July 9- July 13	HF. NAT'L HOUSEWARES & HOME APPLIANCE MFRS. ASSN., AUDIT., ATLANTIC CITY, N.J. CONTACT: A. W. BUDDENBERG, 1402 MERCHANDISE MART, CHICAGO 54, ILL.		
July 9- July 13	HF. LOS ANGELES FURNITURE MARKET, L.A. FURN. MART, 2155 E. 7, LOS ANGELES CONTACT: A.V. MACDONALD, 2155 E. 7TH ST., LOS ANGELES 23, CALIFORNIA.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 9- July 21	SOUTHERN FURNITURE AND RUG MARKET <u>HF.</u> The 53rd semi-annual summer market will be held on these dates. Featured in furniture will be novel construction techniques as well as the growing use of knotty pine. Rugs shown will introduce new constructions in the synthetic field. On opening day the press will be guests of Exposition Building officials. Contact: Paul Casey, High Point, N. C.	EXPOSITION BUILDING	HIGH POINT NORTH CAROLINA
July 9- July 26	<u>M.</u> EXPORT EXHIBITION, BRISTOL, ENGLAND. CONTACT: CHAMBER OF COMMERCE, BRISTOL, ENGLAND.		
July 10-31	<u>HF.</u> FOURTH ANNUAL CRAFTSMEN'S FAIR OF SO. HIGHLANDS, ASHEVILLE, N.C.		
Wednesday July 11 9:30 A.M.- 11:00 A.M.	PRESS BREAKFAST <u>HF.</u> Five room settings by Rebecca Petrikin, using all Waverly fabrics and the Home Fashions League "Trail Blazer Colors", will be shown at a breakfast for the press to mark Miss Petrikin's fifth year of assembling coordinated room settings and her tenth anniversary with Stern's. The rooms are on the seventh floor. All editors wishing to attend will please call Ruth D. Maybank. Publicity: Ruth D. Maybank, Philip Schuyler, LE. 2-7800, Ext. 210.	STERN BROS.	42ND ST. & 6TH AVE.
Wednesday July 11 2:00 P.M.- 5:00 P.M.	TOY EXHIBIT <u>M.</u> The fifth annual showing of new designs sponsored by the Toy Guidance Council Inc. Open to the Press. Special morning session for photographers. Contact: Melvin Helitzer, MU. 9-0177.	TOY GUIDANCE COUNCIL	1124 BROADWAY
July 13- July 20	<u>F.</u> NATIONAL ICED TEA TIME. SPONSOR: TEA BUREAU, INC., 500 FIFTH AVENUE, NEW YORK 18, N. Y.		
July 15- July 17	<u>HF.</u> AMARILLO GIFT SHOW, HERRING HOTEL, AMARILLO, TEXAS. CONTACT: ANN HOWELL, c/o CHAMBER OF COMMERCE, AMARILLO, TEXAS.		
July 15- July 17	<u>HF.</u> NATL. ASSN. OF VARIETY STORES TRADE SHOW, DALLAS, TEXAS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
July 15- July 20	<u>HF.</u> NATIONAL CHINA, GLASS AND POTTERY SHOW, HOTEL NEW YORKER, N.Y.C. CONTACT: GEORGE F. LITTLE MANAGEMENT, MU. 9-7147.		
Sunday July 15 Just out	NEW GLASSWARE LINE <u>HF.</u> A new hostess glassware set called "Treasure Island", designed by Freda Diamond, Libbey design consultant, will be presented during the New York China, Glass and Pottery Show. The pattern will be available to retailers for Fall promotion and consists of nine matching stemware and tumbler sizes. The "Treasure Island" designs will be offered for other products used in home entertaining. Among these: a special Kentucky Tavern gift decanter by Glenmore, and possibly harmonizing place mats, playing cards and so forth. Publ.: Ardelle Coleman, Steve Hammagan, PL. 5-2900.	LIBBEY GLASS	HOTEL NEW YORKER
Sunday July 15- July 20	PREVIEW OF NEW MILK GLASS <u>HF.</u> During the China, Glass and Pottery Show, the U.S. Glass Co. will display a new line of milk glass. Tiffin Glassmakers' exhibits in the same show will include the 1951 Tiffin Collection of fine crystal table pieces, vases and bowls and a completely new series of stemware patterns in modern and traditional designs. Publicity: Florence Brobeck, MU. 8-8197.	U. S. GLASS CO.	NEW YORKER HOTEL



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JULY 16, 1951</u>			
Monday July 16- July 20	<p>WESTERN FURNITURE MARKET FURN. EXCHG. &amp; MDSE. MART SAN FRANCISCO</p> <p><u>HF.</u> "Profit Through Change" is the theme of this year's Market. The following special events will be held. Monday, July 16, Furniture Club Dinner Dance at 8 P.M. in the Venetian Room of the Fairmont Hotel. Open to Club members, their manufacturers and furniture retailers. Address Exec. Secty. Furniture Club of Northern Calif., 1355 Market St., San Francisco, Tuesday, July 17, Western Furniture Forum and Dinner at 6 P.M. in Mart Club Auditorium. Open to all members of the furniture industry. Wednesday, July 18, Toy Club Trade Luncheon at 12 noon in Green Room. All members of toy and juvenile goods trade are invited. Address M. Sweyd or Bob Hotlermann of the Club. Also on July 18, Western Radio-TV and Appliance Trade Dinner at 6 P.M. in Mart Club Auditorium. Open to all members of trade. Contact: A. Cameron Ball, 1355 Market Street, San Francisco, California.</p>		
July 16- July 20	<p><u>HF.</u> FURROW ANTIQUE SHOW, SHIRLEY-SAVOY, DENVER, COLORADO.</p> <p>CONTACT: MR. G. FURROW, 1509 SO. ALBERT PIKE, FORT SMITH, ARKANSAS.</p>		
July 16- July 22	<p><u>HF.</u> EDMONTON EXHIBITION, EXHIBITION GROUNDS, EDMONTON, ALBERTA, CANADA.</p> <p>CONTACT: MISS B. BANNERMAN, EDMONTON GARDENS, EDMONTON, ALBERTA, CANADA.</p>		
Monday July 16	<p>PRESS PREVIEW ABRAHAM &amp; STRAUS BROOKLYN, N.Y.</p> <p><u>HF.</u> Six new rooms settings, under the title, "Flexible Furniture for Today's Living", will be shown to the press on this date. These settings in A &amp; S Contemprarma, 6th floor, feature three new groups of Modern furniture. The room settings will be open to the public on July 23rd. Publicity: Susan Trowbridge, Feature Events, TR. 5-7200.</p>		
July 22- July 24	<p><u>HF.</u> CENTRAL WESTERN MKT. ASSN. FASHION WLEK, PAXTON HOTEL, OMAHA, NEBR.</p> <p>CONTACT: DAVE KATZ, PARLOR H. PAXTON HOTEL, OMAHA 2, NEBR.</p>		
July 22- July 26	<p><u>HF.</u> KANSAS CITY GIFT SHOW, KANSAS CITY, MISSOURI.</p> <p>CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.</p>		
July 22- July 27	<p><u>HF.</u> NATIONAL DOMESTICS AND LINEN SHOW, HOTEL NEW YORKER, NEW YORK, N.Y.</p> <p>CONTACT: MRS. G. R. WIGFALL, LANSDALE, PENNSYLVANIA.</p>		
July 22- July 27	<p><u>HF.</u> NEW YORK CURTAIN AND DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK, N.Y.</p> <p>CONTACT: MRS. G. R. WIGFALL, NATL. EXHIBITORS, LANSDALE, PENNSYLVANIA.</p>		
July 22- July 27	<p><u>HF.</u> CALIFORNIA GIFT SHOW, LOS ANGELES, CALIFORNIA.</p> <p>CONTACT: WOODY C. KLINGBORG, TRADE FAIR, 1151 S. BWAY, LOS ANGELES, CALIF.</p>		

#### ADVANCE DATES AND NOTICES

July 23- July 26	<p><u>HF.</u> SOUTHEASTERN CHINA, GLASS &amp; GIFT SHOW, MUNICIPAL AUDIT., ATLANTA, GA.</p> <p>CONTACT: FOSTER B. STEWARD, 1492 PEACHTREE ST., N.W. ATLANTA, GA.</p>
July 23- July 27	<p><u>HF.</u> NORTHWEST FURNITURE MARKET, SEATTLE, WASHINGTON.</p> <p>CONTACT: A. M. CARNEY, 1803 N. LIFE TOWER, SEATTLE, WASHINGTON.</p>
July 23- July 28	<p><u>HF.</u> SASKATOON INDUSTRIAL EXHIBITION, EXHIBITION GROUNDS, SASKATOON, CAN.</p> <p>CONTACT: S. N. MACEACHERN, BESSBOROUGH HOTEL, SASKATOON, SASK., CANADA.</p>



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 25- July 31	<u>HF.</u> OCEAN CITY ANTIQUE SHOW, LINCOLN HOTEL, OCEAN CITY, NEW JERSEY. CONTACT: MRS. DORA E. SEELEY, AMBLER, PENNSYLVANIA.		
July 27-29	<u>HF.</u> HERSHEY FAIR, HERSHEY GOLF CLUB, HERSHEY, PENNSYLVANIA.		
July 29- Aug. 2	<u>HF.</u> NATIONAL ASSN. OF CREDIT JEWELERS SHOW, STEVENS HOTEL, CHICAGO, ILL. CONTACT: GEO. E. GOGAN, 812 OLIVE ST., ST. LOUIS 1, MISSOURI.		
July 29- Aug. 3	<u>M.</u> NATIONAL LUGGAGE & LEATHER GOODS SHOW, NEW YORKER HOTEL. CONTACT: JACK CITRONBAUM, 200 FIFTH AVENUE, NEW YORK.		
July 30- Aug. 3	<u>M.</u> CHICAGO MERCHANDISE FAIR, PALMER HOUSE, CHICAGO, ILLINOIS. CONTACT: WALTER J. KENNEY, 200 FIFTH AVENUE, NEW YORK 10, N.Y.		
July 30- Aug. 10	<u>HF.</u> CHICAGO GIFT SHOW, EASTERN MFRS. & IMPRTS. EX., PALMER & LASALLE, CHICAGO, ILL. CONTACT: GEO. F. LITTLE, 220 FIFTH AVE., NEW YORK 1, N.Y.		
July 30- Aug. 11	<u>HF.</u> GIFT SHOW & CHINA GLASSWARE & POTTERY MKT., MERCHANDISE MART, CHI. CONTACT: ROBERT B. JOHNSON, MERCHANDISE MART, CHICAGO 54, ILL.		
Aug. 2- Aug. 5	<u>M.</u> 22ND ANNUAL CHICAGOLAND MUSIC FESTIVAL, STEVENS, CHICAGO, ILLINOIS. CONTACT: PHILIP MAXWELL, CHICAGO TRIBUNE, CHICAGO, ILLINOIS.		
Aug. 5- Aug. 9	<u>HF.</u> GIFT, STATIONERY, LAMPS, HOUSEWARES SHOW, PALACE HOTEL & CIVIC AUDITORIUM, SAN FRANCISCO, CAL. CONTACT: KAY LEBER, 1355 MARKET ST., S.F., CAL.		
Aug. 5- Aug. 9	<u>HF.</u> ALLIED JEWELRY SHOW, HOTEL BILTMORE, LOS ANGELES, CALIFORNIA. CONTACT: MRS. MILDRED M. DALTON, 3832 WILSHIRE BLVD., LOS ANGELES 5, CAL.		
Monday Aug. 6 4:30 P.M.- 7:00 P.M. Cocktails	NEW LINE GLASS FURNITURE <u>HF.</u> <u>Note Postponement of Date.</u> The New Era Press Party, originally scheduled for July 5, has been tentatively postponed to this date. At this time the new line of occasional glass furniture, designed by Paul McCobb exclusively for this company and distributed nationally by B.G. Mesberg, will be presented to the press in arrangements created by Mr. McCobb. Publicity: Virginia Burdick, Virginia Burdick Pub. Rel., OR. 4-6462.	NEW ERA GLASS CO., INC. 315 EAST 47TH ST.	
Aug. 11- Aug. 18	<u>M.</u> INTERNATIONAL TRADE FAIR, LEOPOLDVILLE, BELGIAN CONGO. CONTACT: SEC. OF THE 4EME DIR. GEN. AFFAIRES ECONOMIQUE, LEOPOLDVILLE, KALINA, BELGIAN CONGO.		
Sunday Aug. 12- Aug. 14	PORTLAND GIFT & ART SHOW <u>HF.</u> <u>Please Note Change of Date.</u> Due to the fact that the Portland Hotel will be demolished, starting August 16th, this gift show, formerly scheduled for August 26 through 29, will be held at this earlier time. The San Francisco and Seattle show dates remain unchanged. Contact: Kay Leber, Show Mgr., Space 958, 1355 Market St., San Francisco 3, Calif.	WESTERN MERCHANDISE EXHIBITORS ASSN.	HOTEL PORTLAND PORTLAND, ORE.
Aug. 12- Aug. 16	<u>HF.</u> AMERICAN NATL. RETAIL JEWELERS ASSN., WALDORF ASTORIA, NEW YORK CITY. CONTACT: CHARLES T. EVANS, SECTY, 551 FIFTH AVENUE, NEW YORK 17, N.Y.		
Aug. 12- Aug. 15	<u>HF.</u> PITTSBURGH GIFT SHOW, WILLIAM PENN HOTEL, PITTSBURGH, PA. CONTACT: JOHN M. HAMMER, KNOX, PENNSYLVANIA.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Aug. 13- Aug. 16	<u>F.</u> NATIONAL FOOD DISTRIBUTORS SHOW, SHERMAN HOTEL, CHICAGO, ILLINOIS. CONTACT: EMMET J. MARTIN, 110 N. FRANKLIN ST., CHICAGO, ILLINOIS.		
Aug. 14	V-J DAY (TUESDAY).		
Aug. 14- Aug. 17	<u>HF.</u> ASHVILLE ANTIQUES FAIR, MUNICIPAL AUDITORIUM, ASHVILLE, TENNESSEE. CONTACT: C. J. NUTTALL, 660 MADISON AVENUE, NEW YORK 21, N. Y.		
Aug. 15- Aug. 22	<u>M.</u> CORNISH INDUSTRIES FAIR, TRURO, ENGLAND. CONTACT: CORNISH INDUSTRIES FAIR, HIGH CROSS, TRURO, ENGLAND.		
Aug. 15- Aug. 30	<u>HF.</u> INDUSTRIAL FAIR OF ITALY, GRAND CENTRAL PALACE, NEW YORK, N. Y. CONTACT: FRED PITTEA, SHELTON HOTEL, SUITE 206, NEW YORK, N. Y.		
Aug. 15- Sept. 15	<u>F.</u> CHERRY PIE TIME. SPONSOR: NATL. RED CHERRY INST., 332 S. MICHIGAN AVENUE, CHICAGO 4, ILL.		
Aug. 19- Aug. 21	<u>M.</u> NATL. ASSN. OF VARIETY STORES SHOW, ATLANTA, GEORGIA. CONTACT: MARVIN E. SMITH, 1461 MERCHANDISE MART, CHICAGO, ILLINOIS.		
Aug. 19- Aug. 22	<u>HF.</u> WESTERN HOUSEWARES SHOW, BILTMORE, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, 1151 S. BROADWAY, LOS ANGELES 15, CALIF.		
Aug. 19- Aug. 23	<u>HF.</u> SEATTLE GIFT, LAMPS, HOUSEWARES SHOW, OLYMPIC HOTEL, SEATTLE, WASH. CONTACT: KAY LEBER, 1355 MARKET STREET, SAN FRANCISCO 3, CALIFORNIA.		
Aug. 19-24	<u>HF.</u> REGISTERED CALIFORNIA GIFT & DINNERWARE SHOW, HOTEL McALPIN, NEW YORK.		
Aug. 20- Aug. 24	<u>HF.</u> NEW YORK GIFT SHOW, HOTELS NEW YORKER AND STATLER, NEW YORK, N. Y. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Tuesday Aug. 21- Aug. 22	SPRING LEATHER SHOW <u>HF.</u> At this showing of top leathers there will be a good representation of manufacturers of upholstery leathers and leathers for lamps, desk sets, wastebaskets and other decorative accessories. Contact: Leif C. Kronen, 100 Gold Street, BE. 3-0494.	TANNERS' COUNCIL OF AM.	WALDORF-ASTORIA
Aug. 21- Sept. 3	<u>F.</u> FOOD SHOW AT CINCINNATI ZOO, CINCINNATI, OHIO. CONTACT: J. F. HENSER, 3400 VINE STREET, CINCINNATI 29, OHIO		
Aug. 22- Sept. 3	<u>M.</u> PACIFIC NATIONAL EXHIBITION, EXHIBITION PARK, VANCOUVER, B.C., CANADA. CONTACT: V. BEN WILLIAMS, GEN. MGR., EXHIBITION PARK, VANCOUVER, B. C.		
Aug. 24- Sept. 8	<u>M.</u> CANADIAN NATIONAL EXHIBITION, EXHIBITION PARK, TORONTO, CANADA. CONTACT: ROBERT J. DIXON, ELWOOD HUGHES, EXHIBITION PARK, TORONTO, CANADA.		
Aug. 25- Aug. 30	<u>HF.</u> CLEVELAND GIFT SHOW, CLEVELAND, OHIO. CONTACT: JOHN HAMMER, KNOX, PENNSYLVANIA.		
Aug. 25- Sept. 9	<u>M.</u> ST. ERIK'S INTERNATIONAL FAIR, STOCKHOLM, SWEDEN. CONTACT: A/B ST. ERIK'S INTERNATIONAL FAIR, STOCKHOLM 26, SWEDEN.		
Aug. 26- Aug. 29	<u>HF.</u> OHIO STATE GIFT SHOW, DESHLER WALLICK, COLUMBUS, OHIO. CONTACT: WALTER E. OFFINGER, MGR., 15-117 MERCHANDISE MART, CHICAGO, ILL.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Aug. 31	DIRECT MAIL CONTEST <u>AP.</u> Entries for the 1951 Best of Industry Direct Mail Contest close on this date. The complete instruction sheet will be mailed at once to anyone interested. Address: DMAA, 17 East 42nd St., New York 17, N. Y.	DIRECT MAIL ADV. ASSN.	17 EAST 42ND ST.
Saturday Sept. 1- Sept. 30	BETTER BREAKFAST MONTH <u>F.</u> The month of September, when children start back to school, has been designated as "Better Breakfast Month" with the aim of promoting the sale of breakfast cereals and of persuading the American people to start their day with an adequate and well-balanced meal. Contact: Toni DeLay, Cereal Institute, Inc., 135 South La Salle Street, Chicago 3, Illinois.	CEREAL INSTITUTE, INC.	COUNTRYWIDE
Sept. 2- Sept. 5	<u>F.</u> HOUSTON FOOD FAIR, SHAMROCK HOTEL, HOUSTON, TEXAS. CONTACT: TOM CLOUD, 2621 TRAVIS STREET, HOUSTON, TEXAS.		
Sept. 2- Sept. 6	<u>M.</u> FRANKFURT INTERNATIONAL TRADE FAIR, FRANKFURT, GERMANY. CONTACT: SECRETARY, MESSE-AMT-FRANKFURT-AM-MAIN, GERMANY.		
Sept. 2- Sept. 7	<u>HF.</u> DALLAS GIFT SHOW, BAKER HOTEL, DALLAS, TEXAS. CONTACT: FRED SANDS, 3108 SO. JOPLIN ST., TULSA, OKLAHOMA.		
Sept. 2- Sept. 7	<u>HF.</u> ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS. CONTACT: MRS. MILDRED DALTON, 712 S. OLIVE STREET, LOS ANGELES 14, CAL.		
Sept. 3	LABOR DAY (MONDAY).		
Sept. 3- Sept. 6	<u>HF.</u> YORK ANTIQUES SHOW, Y.M.C.A., YORK, PENNSYLVANIA. CONTACT: MABEL I. RENNER, 483 WEST MARKET STREET, YORK, PENNSYLVANIA.		
Sept. 3- Sept. 7	<u>HF.</u> BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, N.Y.C., MU. 9-7147.		
Sept. 4- Sept. 8	<u>HF.</u> DETROIT GIFT SHOW, HOTELS BOOK CADILLAC AND STATLER, DETROIT, MICH. CONTACT: WALTER E. OFFINGER, 15-117 MERCHANDISE MART, CHICAGO 54, ILL.		
Thursday Sept. 6 5:30 P.M. Cocktails	PRESS PARTY <u>HF.</u> A party for the press, by invitation only, will be held to mark the opening of Saks' new Gift Shop at the address above. Publicity: Pat Sullivan, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	14 EAST 50TH ST.
Thursday Sept. 6- Sept. 7	REGISTRATION PERIOD <u>HF.</u> Candidates for admission to this school must complete admission formalities on these days. The course consists of two semesters of seventeen weeks each. Tuition for the year is \$500. Applications for admission should be made as early as possible. Address: Registrar, Parsons School of Design, 136 East 57th St., New York 22, N.Y.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH ST.
Sept. 8- Sept. 23	<u>M.</u> INTERNATIONAL INDUSTRIES FAIR, PALAIS DES EXPOSITIONS, GHENT, BELGIUM CONTACT: G. E. ORLEY, AM. MERCHANDISE MART, 411 FINANCE BLDG., PHILA. 2, PA.		
Sept. 8- Sept. 23	<u>M.</u> LAUSANNE TRADE FAIR, LAUSANNE, SWITZERLAND CONTACT: COMPTOIR SUISSE, PLACE DE LA REPOONE 5, LAUSANNE, SWITZERLAND		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 9- Sept. 16	<u>HF:B.</u> NATIONAL HOME WEEK. SPONSOR: NATL. ASSN. OF HOME BUILDERS, 1028 CONNECTICUT AVE., WASH. 6, D.C.		
Sept. 9- Sept. 16	<u>M.</u> VIENNA AUTUMN FAIR, VIENNA, AUSTRIA. CONTACT: AUSTRIAN TRADE DELEGATE, 25 BROAD STREET, NEW YORK 4, N.Y.		
Sept. 9- Sept. 18	<u>M.</u> COLOGNE TRADE FAIR, COLOGNE, GERMANY. CONTACT: U.S. GERMAN CHAMBER OF COMMERCE, 11 BROADWAY, NEW YORK 4, N.Y.		

#### MUSEUM, GALLERY & GARDEN NEWS

Thursday July 5- July 25	<u>FURNITURE EXHIBIT</u> <u>HF.</u> For the Herman Miller Furniture Co., an exhibit of contemporary furniture designed by Eames, Nelson and Noguchi. Contact: George D. Culler, Director, Akron Art Institute, 69 E. Market Street, Akron 5, Ohio.	AKRON ART INST.	AKRON, OHIO
Thursday July 5- Aug. 12	<u>PAINTINGS UNDER \$50</u> <u>HF.</u> An exhibition of work by students of the school will be held in two parts: July 5 - July 21; July 22 - August 12. The subject matter is as varied as the occupations of the students: dentist, teacher, engineer, housekeeper and so on. Contact: Editorial Office, NE. 8-4472.	BROOKLYN MUS. ART SCHOOL	BROOKLYN, N.Y.
Thursday July 5- Aug. 31	<u>BIRD CAGE EXHIBITION</u> <u>HF.</u> An exhibition of modern and centuries-old bird cages from many countries and periods will be held with live birds in the cages. Everything from primitive native cages to the most elaborate Chinese and European ones will be shown. The cages reflect the architectural history of many countries since these bird dwellings were often replicas of the houses of the period. Contact: Miss Alleine E. Dodge and Mr. Everett P. Lesley, Jr., AL. 4-6300.	COOPER UNION	COOPER SQUARE
Tuesday July 13- Aug. 12	<u>LE CORBUSIER EXHIBIT</u> <u>M.</u> An exhibit of painting, architecture and design by Le Corbusier will be held on the first floor. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Monday July 9	<u>SUMMER SCHOOL PROGRAM</u> <u>M.</u> The program starts on this date and includes, for the first time, a summer course in Sculpture as well as Life Drawing, Etching and Engraving and Lettering and Layout. Registration now open from 10:00 A.M. to 4 P.M. daily, Mon. through Fri. Contact: Art School Office, NE. 8-4472.	BKLYN MUS. ART SCHOOL	EASTERN PARKWAY
Saturday July 14	<u>TRIBUTE TO PARIS</u> <u>G.</u> On this date, Bastille Day, a bouquet of fresh flowers, representing the 48 states, 2 territories and the District of Columbia, will be flown to Paris by Air France as a birthday greeting. It will also serve as an announcement of the forthcoming gift to her on September 20th of a permanent collection of the official flowers of the United States, its Territories and the District of Columbia which will be flown by each state at the peak of their blooming to the New York Botanical Garden. There they will be preserved and mounted under glass in duplicate so that one collection may be sent to Paris at the same time that the other is put on display here. The exhibit here will be held at Grand Central Palace, September 20 to 30, at the National Home Furnishings Show, under the title "151 Flower Festival for Paris." Publicity: Ruth Caviston, 801 Madison Avenue, New York 21, N.Y., RH. 4-5767.	N.Y. BOTANICAL GARDEN	BRONX PARK, N.Y.



DATE

WHAT'S GOING ON

GIVEN BY

WHERE

EDITORIAL REQUIREMENTS

For Harper's Bazaar, 572 Madison Avenue, New York 22, N.Y.

For the Shopping Column of this publication all types of novelty items are desired. Occasionally food is included. Price range up to \$10 although higher priced items will be considered if they are unusual and interesting. Address: Denise Lawson-Johnston.

For Chicago Tribune, 4th Floor, Tribune Tower, Chicago, Illinois.

All sorts of home furnishings material is desired in quantity. Address Mrs. Olive Youse, Home Owner's Editor.

For Globe-Democrat, St. Louis, Missouri.

Fabric and home furnishings information and releases are especially desired. Address Miss Mildred Planthold, Women's Page Editor.

PERSONNEL CHANGES AND ADDITIONS

Harper's Bazaar, 572 Madison Avenue, New York 22, N.Y.

Denise Lawson-Johnston has taken Betty Shonnard's place as Shopping Column Editor on this magazine.

Everywoman's Magazine, 31 West 47th Street, New York 19, N.Y.

After July 9, Mary Brooks Picken, Home Furnishings Editor of this publication, will work from 11 East 73rd Street, New York 21, RH. 4-3906.

Interior Design & Decoration, 40 East 49th Street, New York 17, N.Y.

This trade magazine is introducing a regular ready-to-wear fashion feature under the direction of Mrs. Pleasants (Rosette) Pennington, 58 East 58th Street, PL. 5-1068.

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HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay \$25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.



# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor  
Zelda K. Schiller, Circulation Manager  
Hilda Kassell, Promotion Director

Alice Kline, Food Editor

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